

SENATE BILL 2469
By Finney

AN ACT to amend Tennessee Code Annotated, Title 4,
Chapter 3, Part 22, relative to Tennessee Pride
license plates.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 4, Chapter 3, Part 22, is amended by
adding a new section thereto, as follows:

Section 4-3-2209.

(a) It is the intent of the state to promote and facilitate interest in the state of Tennessee. The commissioner of tourist development, in consultation with the commissioner of safety, shall develop commemorative license plates. Such license plates shall not be used in lieu of license plates authorized by title 55, chapter 4. Such commemorative license plates may be attached to the front of a motor vehicle. The commemorative license plates shall be of an attractive and fitting design and shall have the words "Pride in Tennessee" or "Come Visit Tennessee" or other such words acknowledging and fostering positive images of Tennessee.

(b) Commemorative license plates shall be made of such durable materials as the commissioner may determine to be best suited for the purposes of this section. Commemorative plates shall be sold for no more than ten dollars (\$10.00) per plate; provided, that the commissioner may increase the costs for the purchase of such plates in order to ensure the costs of manufacturing, distributing and selling of such plates are fiscally self-sufficient.

(c) The department shall furnish to the county clerks of the various counties of the state commemorative license plates created pursuant to this section. The

department shall also provide commemorative license plates to welcome centers and to qualified vendors. A qualified vendor shall be one who purchases at least twenty-five (25) commemorative plates. Payment by qualified vendors for such plates shall be made at the time the order is placed with the department.

(d) County clerks shall not keep a record of purchasers of such commemorative plates. A county clerk or welcome center shall retain fifty cents (50¢) for each commemorative license plate sold.

(e) All revenues produced from the sale of commemorative license plates, after deducting production, distribution and vendor costs, shall be used by the department for advertising Tennessee as a tourist destination. Advertising may be for the state as a whole, a region of the state, or for specific attractions within the state.

SECTION 2. The commissioner of tourist development is directed to explore other appropriate venues for the sale of Tennessee commemorative plates and report to the senate environment conservation and tourism committee and the house conservation and environment committee by February 1, 2007, regarding such venues.

SECTION 3. This act shall take effect upon becoming a law, the public welfare requiring it.